

AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

Claims:

1-104. (Canceled)

105. (Previously Presented) A method implemented by a television set-top terminal (STT) configured to provide television programs and a viewer's preference for advertisement categories, the method comprising:

- configuring a memory in the STT to store the viewer's preference for advertisement categories;
- receiving by a tuner in the STT at least one television program;
- outputting to a television by the STT the at least one television program;
- providing a first-selectable option for the viewer's preference for advertisement categories;
- outputting to a television by the STT a graphical user interface (GUI) that comprises a plurality of viewer selectable advertisement categories, said plurality of viewer selectable advertisement categories including a first advertisement category and a second advertisement category that is different from the first advertisement category;
- receiving by the STT a first viewer input corresponding to the first advertisement category and a second viewer input corresponding to the second advertisement category;
- responsive to receiving the first and second viewer inputs, storing the first and second advertisement categories in the memory of the STT configured to store the viewer's preference for advertisement categories;
- outputting to the television by the STT an advertisement based on the viewer's preference for advertisement categories, wherein the advertisement is output by the STT at a future time during an interruption in the presentation of the at least one television program being output by the STT.

106. (Previously Presented) The method of claim 105, wherein the first and second advertisements are received by the STT from a remote server after the STT receives the first and second user inputs.

107. (Canceled)

108. (Previously Presented) The method of claim 105, further comprising:
outputting the first and second advertisements to a television only during time periods
that were defined prior to receiving the first and second viewer inputs.

109. (Previously Presented) The method claim 105, further comprising:
receiving by the STT a third viewer input responsive to a request by the STT for the third
viewer input during the presentation of at least a portion of at least one of the first
and second advertisements.

110. (Previously Presented) The method of claim 105, wherein the second advertisement is output to the television during interruptions of the presentation of a television programs having predetermined program categories.

111. (Previously Presented) The method of claim 105, wherein the first and second advertising categories are subcategories that correspond to respective broader categories.

112. (Previously Presented) The method of claim 105, further comprising:
storing the first and second advertisements in the STT.

113. (Previously Presented) The method of claim 105, further comprising:
deleting at least one of the first and second advertisements from the STT after a
corresponding predetermined expiration time.

114. (Previously Presented) The method of claim 105, further comprising:

deleting at least one of the first and second advertisements from the STT responsive to determining that said at least one of the first and second advertisements has been viewed at least a predetermined number of times.

115. (Previously Presented) The method of claim 105, further comprising:

determining by the STT a number of times that at least one of the first and second advertisements has been viewed responsive to receiving viewer inputs while the STT is outputting said at least one of the first and second advertisements.

116 - 121. (Canceled)

122. (Previously Presented) A method implemented by a television set-top terminal (STT), comprising:

configuring the STT to receive a first plurality of advertisement data components corresponding to respective advertisements, each advertisement being corresponding to a respective advertisement category in a first plurality of advertisement categories;

outputting to a television by the STT a graphical user interface (GUI) that comprises a plurality of selectable advertisement categories, wherein the first plurality of advertisement categories include the plurality of selectable advertisement categories;

receiving by the STT a plurality of viewer inputs respectively corresponding to viewer-selected advertisement categories from the plurality of selectable advertisement categories, wherein the are provided by a viewer of the television;

responsive to receiving the plurality of viewer inputs, storing in a memory of the STT the viewer-selected advertisement categories; and

after receiving the plurality of viewer inputs, receiving by the STT advertisement data components corresponding exclusively to respective advertisements corresponding to the viewer selected advertisement categories.

123. (Previously Presented) The method of claim 122, further comprising:

outputting the respective advertisements corresponding to the viewer-selected advertisement categories to the television at intermittent future times.

124. (Previously Presented) The method of claim 123, wherein the respective advertisements corresponding with the viewer-selected advertisement categories are output to the television during respective interruptions of television programs.

125. (Previously Presented) The method of claim 124, wherein advertisements are output to the television only during interruptions of television programs having predetermined program categories.

126. (Previously Presented) The method of claim 122, further comprising:

deleting the advertisement data components from the STT after a predetermined expiration time.

127. (Previously Presented) The method of claim 122, further comprising:

deleting each of the advertisement data components from the STT responsive to determining that the respective corresponding advertisements has been viewed at least a predetermined number of times.

128. (Previously Presented) A method implemented by a television set-top terminal (STT), comprising:

outputting to a television by the STT a graphical user interface (GUI) that comprises a plurality of viewer-selectable advertisement categories;

receiving by the STT a plurality of viewer inputs respectively corresponding to viewer-selected advertisement categories from the plurality of selectable advertisement categories, wherein the user inputs are provided by a viewer of the television; and responsive to receiving the plurality of user inputs, outputting to the television by the STT a plurality of advertisements respectively corresponding to at least one of the viewer-selected advertisement categories.

129. (Previously Presented) The method of claim 128, wherein the plurality of advertisements are received by the STT from a remote server after receiving the plurality of user inputs.

130. (Previously Presented) The method of claim 128, wherein the plurality of advertisements are output to the television at intermittent future times.

131. (Previously Presented) The method of claim 130, wherein the plurality of advertisements are output by the STT to the television during respective interruptions in television programs being output by the STT.

132. (Previously Presented) The method of claim 131, wherein the plurality of advertisements are output by the STT to the television only during interruptions of television programs having predetermined respective types.

133. (Previously Presented) The method of claim 128, wherein the plurality of advertisements output by the STT correspond exclusively to advertisements respectively corresponding to at least one of the viewer-selected advertisement categories.